



Contract Holder
GS-07F-0052V

The Entertainment Marketing Group, Inc.,
d.b.a. The Integrated Marketing Group, Inc., (TIMG)
7875 SW 82nd Court.
Miami, FL 33143
www.entmktg.com

SCHEDULE TITLE: FSC 541, Advertising and Integrated Marketing Solutions

CONTRACT NUMBER: GS-07F-0052V

CONTRACT PERIOD: November 1, 2008 – October 31, 2018

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at www.fss.gsa.gov

Contract Admin POC: Hernand V. Gonzalez, Jr.
Phone: 305-670-0123 E-mail: hgonzalez@entmktg.com

BUSINESS SIZE: Small Disadvantaged Business, 8(a)

CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

GSA Contract: GS-07F-0052V

541-1 Advertising Services, 541-2 Public Relations Services. 541-4A Market Research and Analysis, 541-4B Video/Film Production, 541-4C Exhibit Design and Implementation Services, 541-5 Integrated Marketing Services, 541-1000 Other Direct Costs (ODC) 541-3 Web Based Marketing Services*, 541-4D Conference Events and Tradeshow Planning Services*, 541-4F Commercial Art and Graphic Design * 541-2000 Set Aside ODC

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:
See Pricelist with Labor Descriptions

1c. HOURLY RATES:
See Pricelist with Labor Descriptions

2. MAXIMUM ORDER*: \$1,000,000 per SIN

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may

(1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. POINT(S) OF PRODUCTION: Miami, Florida and Where required

6. DISCOUNT FROM LIST PRICES: 25% from the accepted rate card. For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.

7. QUANTITY DISCOUNT(S): 4% for orders from \$250,000. to \$500,000.
3% for orders \$500,000. to \$800,000.,
2% for order \$800,000. and over.

8. PROMPT PAYMENT TERMS: 2% if paid within 20 days

9.a Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9.b Government Purchase Cards are accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: As specified on agency task order and mutually agreed

11b. EXPEDITED DELIVERY: As specified on agency task order and mutually agreed

11c. OVERNIGHT AND 2-DAY DELIVERY: As specified on agency task order and mutually agreed

11d. URGENT REQUIRMENTS: As specified on agency task order and mutually agreed.

12. FOB POINT: Destination

13a. ORDERING ADDRESS: The Entertainment Marketing Group, Inc.,
d.b.a. The Integrated Marketing Group, Inc., (TIMG)
7875 SW 82nd Court,
Miami, FL 33143

13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3

14. PAYMENT ADDRESS: Same as contractor

15. WARRANTY PROVISION: Standard Commercial Warranty

16. EXPORT PACKING CHARGES: Not applicable

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (any thresholds above the micro-purchase level) N/A

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. Section 508 Compliance for EIT: N/A

25. DUNS NUMBER: 047670125

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE/ SAM: Registration valid until 03/10/14

Pricelist:**GSA Contract: GS-07F-0052V**

541-1 Advertising Services, 541-2 Public Relations Services. 541-4A Market Research and Analysis, 541-4B Video/Film Production, 541-4C Exhibit Design and Implementation Services, 541-5 Integrated Marketing Services, 541-3 Web Based Marketing Services*, 541-4D Conference Events and Tradeshow Planning Services* 541-4F Commercial Art and Graphic Design * 541-2000 Set Aside ODC

| Position | Price Offered to GSA (including IFF) |
|------------------------------|---|
| Account Coordinator | \$ 62.97 |
| Account Executive | \$ 94.45 |
| Art Director | \$ 60.94 |
| Copywriter | \$ 91.41 |
| Creative Director | \$ 113.34 |
| Graphic Designer | \$ 88.90 |
| Media Planner | \$ 91.41 |
| Media Buyer | \$ 91.41 |
| Media Supervisor | \$ 145.31 |
| Traffic Coordinator | \$ 60.94 |
| Publicity Manager | \$ 91.41 |
| Public Relations Coordinator | \$ 60.94 |
| Marketing Coordinator | \$ 73.12 |
| Market Research Analyst | \$ 85.31 |
| Special events Manager | \$ 75.56 |
| Special events Coordinator | \$ 69.75 |
| Audio Visual Technician | \$ 73.12 |
| Production Manager | \$ 73.12 |
| Production Director | \$ 94.45 |
| Video Producer | \$ 100.75 |
| Executive Director | \$ 151.13 |
| Program Manager | \$ 97.15 |
| Communications Manager | \$ 107.95 |
| Sr. Project Supervisor | \$ 156.52 |

Pricelist for:
GSA Contract: GS-07F-0052V:
 541-1000 Other Direct Costs (ODC)
GSA Contract: GS-07F-0051V:
 541-2000 Set Aside ODC

| SIN(s) PROPOSED | SUPPORT PRODUCT (ODCs) | UNIT OF ISSUE (e.g. Hour, Task, Sq ft) | COMMERCIAL PRICE (CPL) | PRICE OFFERED TO GSA (including IFF) |
|----------------------------|--|---|-----------------------------------|---|
| 541-1000 541-2000 | Locally Broadcast TV 30-second commercial | Broadcast media rates are typically based on a cost per point (CPP) or cost per thousand (CPM) basis and vary. The exact rate will be based on the requirement. | \$2,500.00 | \$2,518.75 |
| 541-1000 541-2000 | M-F Daytime | Broadcast media rates are typically based on a cost per point (CPP) or cost per thousand (CPM) basis and vary. The exact rate will be based on the requirement | \$250.00 | \$251.87 |
| 541-1000 541-2000 | Early News | Broadcast media rates are typically based on a cost per point (CPP) or cost per thousand (CPM) basis and vary. The exact rate will be based on the requirement | \$450.00 | \$453.37 |
| 541-1000 541-2000 | Prime Time | Broadcast media rates are typically based on a cost per point (CPP) or cost per thousand (CPM) basis and vary. The exact rate will be based on the requirement | \$1200.00 | \$1209.00 |
| 541-1000 541-2000 | Late Night | Broadcast media rates are typically based on a cost per point (CPP) or cost per thousand (CPM) basis and vary. The exact rate will be based on the requirement | \$450.00 | \$453.37 |

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|----------------------|---|---|-------------|-------------|
| 541-1000 541-2000 | 30 Second Radio spot | Broadcast media rates are typically based on a cost per point (CPP) or cost per thousand (CPM) basis and vary. The exact rate will be based on the requirement. | \$540.00 | \$544.05 |
| 541-1000 541-2000 | Post- Production and Graphics Package for Network TV Special | Logging, editing, sound mix; graphics package: design look, animate and composite graphics elements, opening, bump outs, banners | \$27,500.00 | \$27,706.25 |
| 541-1000 541-2000 | Billboard Bulletin | 14 ft. x 48 ft. Billboard located near high-population area (Size and price may vary due to location) | \$2,000.00 | \$2,015.00 |

Labor Descriptions

| Position | Description | Minimum Years of Experience | Minimum Education Requirements | Additional Training and Certification |
|---------------------|---|-----------------------------|--------------------------------|---------------------------------------|
| Account Coordinator | Organizes advertising and media for projects. Includes scheduling and coordination of all necessary resources. Works with Account Executive to track and conduct media relations and customer relations. | Two years | Associates Degree | N/A |
| Account Executive | Works towards creating solid business relationships with current and potential customers. Maintains customer relations to ensure customer satisfaction. Reaches out to potential new accounts. Works with Account Coordinator to ensure that all requirements of customers' orders are met. | Four years | Bachelors of Arts | Some |
| Art Director | Works alongside and supervises the creative team during projects, ensuring that all work is to standard. Edits and revises work from creative team for final review by Creative Director. | Two years | Four-year degree | Some |
| Copywriter | Writes copy for advertisement to be used in publication and/or broadcast media. Ensures that all copy is grammatically correct and emphasizes the product. | Two years | Bachelors of Arts | Some |
| Creative Director | Conceptualizes creative and designs for presentations and projects. Delegates and instructs the creative team's and freelancers' duties while ensuring all creative work is completed in a timely manner. | Four years | Four-year degree | Some |
| Graphic Designer | Creates imagery and graphics for assignments given by Creative Director. Includes graphics for print publication, web design, and animation for video. Works with Art Director to ensure quality and standards. | Two years | Associates Degree | Some |
| Media Planner | Researches and records popular media and trends for reaction from target audience. Conducts regular research to determine what means of advertisement and implementation will work best. | Four years | Bachelors of Arts | Some |

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|------------------------------|---|------------|-------------------|------|
| Media Buyer | Locates and purchases media placement using Media Planner's data in preparation for execution of marketing and advertisement campaigns. Oversees the execution of the advertisement to ensure customers' expectations were met. | Four years | Bachelors of Arts | Some |
| Media Supervisor | Oversees Media Buyer and Media Planner to ensure that all policies and rights involving talent and media are followed. Also ensures that all permissions and clearances are valid. | Four years | Associates Degree | N/A |
| Traffic Coordinator | Organizes and ensures the delivery of completed media and press releases to media outlets including television, radio, newspaper, online, and outdoor. | One year | High School | N/A |
| Publicity Manager | Plans and coordinates public relations programs for clients with the goal of creating a favorable image for a specific good or service in the eyes of a target audience | Four years | Bachelors of Arts | Some |
| Public Relations Coordinator | Executes public relations programs on a grassroots level. Organizes the set-up, execution, and breakdown of displays and equipment for public relations events; as well as documents the event for materials to be used in recaps for clients | Two years | Associates Degree | N/A |
| Marketing Coordinator | Organizes and plans marketing strategies for key markets and target audiences. Works with Market Research Analyst to conduct and execute strategies in the most cost-effective and efficient manner possible. | Two years | Associates Degree | N/A |
| Market Research Analyst | Conducts large scale research across multiple markets on a national, regional, and local level. Keeps track of market trends and archives all data for future use. Presents information to the Marketing Coordinator to help in creating cost-efficient strategies per market. | Two years | Associates Degree | N/A |
| Special Events Manager | Coordinates staff and assets during special events. Ensures that all staff hired per event completes work efficiently. | Four years | Bachelors of Arts | N/A |
| Special Events Coordinator | Works on a ground level to execute special events for clients, ensuring that all assets used are utilized safely, efficiently, and to clients' standards. Reports to Special Events Manager to ensure that all activities are going smoothly, and that all staff under the Special Events Coordinator's supervision is working efficiently. | Two years | Associates Degree | N/A |
| Audio Visual | Attends to all audio and visual equipment | Two years | Associates | N/A |

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|------------------------|---|------------|-------------------|------|
| Technician | for a project. Prepares all documents and necessary equipment for transport. Maintains and upgrades all necessary components. Will operate a camera when needed. | | Degree | |
| Production Manager | Manages cost and logistics of media during a project. Tracks any and all media sent out to client or press to ensure delivery. Assists in project planning. Also supervises staff and supply costs. Duties vary depending on which media will be used. | Four years | Bachelors of Arts | Some |
| Production Director | Oversees production department ensuring efficient work. Conducts regular cost management; and creates and maintains processes and regulations for. Additionally responsible for creating production strategies for both the long and short term. | Two years | Associates Degree | N/A |
| Video Producer | Oversees and coordinates cast, crew, and resources during filming of a video. Ensures that all cast and crew know their responsibilities and places during shooting. Allocates resources as necessary to ensure a smooth process throughout shooting and into post-production | Four years | Associates Degree | N/A |
| Executive Director | Oversees all corporate functions, including financial, human resources, and public relations factors. Interacts with personnel to ensure all work is being completed and that resources are available to all to do so. | Four years | Bachelors of Arts | Some |
| Program Manager | Ensures that policy and procedure is followed on a day-to-day or project-to-project basis. Implements practices in compliance with company policy as well as state and federal regulation during events. Maintains budget during event and keeps track of all staff initiatives during a project. | Four years | Bachelors of Arts | Some |
| Communications Manager | Supervises the creation and implementation of communications programs in order to describe the organization and its products. Creates presentations and strategies both for internal and external use, geared towards employees and/or consumers respectively. | Four years | Bachelors of Arts | Some |
| Project Supervisor | Provides project management support to POC and supports project, production, creative, safety, implementation, and management factors. Works closely with to ensure that all work is being done efficiently and smoothly. | Four years | Bachelors of Arts | Some |

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|------------------------|---|------------|-------------------|------|
| Sr. Project Supervisor | Oversees general progress of project, including financial, research, creative, implementation, and management factors. Works closely with higher ranking staff to ensure that all work is being done efficiently and smoothly. Makes official decisions on issues and conflicts of interest and schedule. | Four years | Bachelors of Arts | Some |
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